

## Rector's Circle Le Cercle du recteur



Concordia  
UNIVERSITY



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Concordia

*D*ear Friend of the University,

As members of the Rector's Circle, you make a strong and valuable contribution to the life of the University. Your financial support, coupled with your sage counsel and efforts to promote Concordia in the wider community, make you an integral part of the University family. As Concordia's friends and supporters, you have become some of our principal ambassadors in society. Along with our faculty, students and staff, you know the University best, and can speak to others about what it really is.

In many ways promoting Concordia involves the promotion of higher education generally. Clearly, your involvement with the University recognizes this fact, and I am truly appreciative of your desire to explain to others the important role higher education plays in society.

As Rector, I have much to be optimistic about. One of the principal reasons for my optimism is the quality of our students, faculty and staff, as well as the commitment of patrons such as yourselves. As I look to the future, I realize more than ever that it is critical that we share a common perception of the fundamental issues affecting the University, and that we commit ourselves to the active pursuit of a shared set of goals.

Such commitment to a common purpose has produced tremendous results in the recent past. As mentioned in the last Rector's Circle Newsletter, last year saw the inauguration of the new Concordia Concert Hall on the Loyola Campus. In the months since, the Concert Hall has allowed us to offer a state-of-the-art teaching and performance facility, and allowed us to share the resulting cultural vitality with the surrounding community. It is a very tangible symbol of our mission.

Another of the main goals in Concordia's resource development has been to enhance the quality of our library system --- one of the pillars of any academic community. The major extension of the Georges P. Vanier Library, our expanded collections in specialized areas, such as holocaust

studies, and the construction of the new downtown library complex give us considerable reason for confidence in this area, but we must strive for further development of our library collections to ensure that our new library is as impressive to use as it will be to look at.

The University has made other advances in the area of resource enhancement since I last wrote to you, especially on the Loyola Campus. We opened Concordia's new football stadium, providing a new home to many of our Stingers sports teams. We have also reached an agreement with Loyola High School to trade land and buildings, thereby achieving a major milestone in the process of consolidation on the Campus.

As impressive as these achievements are, however, we must also address many important academic challenges. The beginnings of that process are already evident in the way the University is starting to adapt graduate studies and research to the changing needs of our students, our faculty and the country as a whole. The stimulation of research in areas at the threshold of success is an example of this type of response.

We have also recognized the need to evaluate our undergraduate curriculum in a regular and ongoing way to ensure that our students receive the best education we are capable of providing. In the same vein, we are placing much greater emphasis on the importance of teaching. Policies designed to reward good teaching and to assist faculty in enhancing their pedagogical skills are being considered and put in place.

The focus and success of our efforts are due in large measure to the support of people, like yourselves, throughout our community. All that I have described serves to underscore that Concordia University is committed to excellence in achieving all aspects of its mission, and that it assumes collective responsibility in their fulfillment. Members of the Rector's Circle should be proud of their contribution, as we are proud of them.

*Patrick Kenniff*  
Rector and Vice-Chancellor



# Concordia proposes "Real Education for the Real World"

Concordia University has launched a three-year, \$600,000 institutional "Image Campaign" to support its recruitment and fund-raising programmes.

Directed at anglophone, francophone and allophone audiences, the campaign's creative strategy is predicated on the results of market research conducted during 1988 and 1989 among current Concordia students, CEGEP students, CEGEP faculty advisors, parents, alumni, faculty, staff and business leaders. Using the slogan "Real Education for the Real World" in English and "On vous prépare pour le monde" in its French-language advertising, the campaign began in Montréal in mid-March. Later, it will be extended into the Toronto and Ottawa areas.

Successful Concordia graduates are featured in a variety of media extolling the benefits of a Concordia education. The producer of award-winning films *Jésus de Montréal* and *Un zoo la nuit* Pierre Gendron (BA '75), television Musique Plus video host Sonia Benezra (BFA '82) and Caisse centrale Desjardins President and Chief Operating Officer Humberto Santos (BComm '75 and MBA '79) appear on transit system panels in the initial stages of the advertising campaign.

Marianna Simeone, Director of the Italian Chamber of Commerce (Canada) (BA '86),


Michel Petit, Royal Trust President and Chief Executive Officer (BA '69) and last year's twin-brother, first-place provincial accounting students, Michel and Pierre Dionne (B.Sc. '90), will be featured along with Pierre Gendron and Sonia Benezra in French-language newspaper ads.

English-language ads will feature CFCF television's *Pulse* news anchor Miutsumi Takahashi (BA '79, and a current MBA student), McAuslan Brewing Company President Peter McAuslan (B.A. '72), Bendix Avelex Inc. President Elli Segev (B. Eng '76), as well as Humberto Santos and Sonia Benezra. Messages will also appear in the student press, TV commercials and a promotional video.


Some components of the campaign, such as the TV commercials, will run nationally on cable channels YTV, (the Youth Channel), TSN (the Television Sports Network), MuchMusic, and their French-language counterparts, Musique Plus and RDS (Réseau des Sports).

The campaign is the University's most extensive advertising effort ever. Joannisse \* Roberts Communications of Montréal has been chosen to co-ordinate the project. The Agency has worked for clients as varied as Molson Breweries, the Children's Wish Foundation and the Ontario Lottery Corporation.





**Ils en ont fait du chemin!**



ON VOUS PRÉPARE POUR LE MONDE

Pierre Gendron  
Bac en communications, 1975  
Producteur *Jésus de Montréal*

Sonia Benezra  
Bac en beaux-arts, 1982  
Animatrice, MusiquePlus

Humberto Santos  
Bac en commerce, 1975 et MBA, 1979  
Président et chef des opérations  
Caisse centrale Desjardins





## Communication Studies comes of age

Concordia's Communications Studies Department turned 25 this year - without an identity crisis. The first of its kind in Canada when it was established in 1965, the Department has gone from being somewhat academically suspect to the forefront of research in its field.

Department Chair Brian Lewis explains that the focus of the Department has always been the critical study of mass media in society and its effect on human beings.

"We don't really teach film-making, we don't really teach radio, we don't really teach photography, but we work and play with all these technologies in a quest to learn about media in society. The production courses are laboratories to test the theory."

The first course on communications was offered as an elective through the English Department in 1964. The expected enrollment for "Communication Arts" was 10 to 12, but 75 registered for the course.

Today, there are four undergraduate programmes, two of them offered in conjunction with the Journalism Department. The competition to enter the undergraduate programme is ferocious, and only 125 of more than 400 applicants were accepted this year. At the graduate level, the Department offers diploma, master's and doctoral programmes.

"We're really on the cutting edge of communications research in several areas, such as the introduction of communications technologies in native communities, cultural criticism and regulation of the media."

The PhD programme is run jointly with the Université de Montréal and the Université du Québec à Montréal. The association has been very beneficial because of the number of outside contacts it affords the Department.

"It has allowed the Department to become an important, active and visible presence on the world scene in terms of the communications and academic communities," Lewis says.

"Ultimately, our reputation is sustained by the quality of the students who come through here and are excelling in the programmes. We see them everywhere, in all aspects of the communications profession."

Successful graduates include film producer Pierre Gendron, featured in the Concordia image campaign; Joan Pennefather, head of the National Film Board; Hanna Gartner, host of the CBC Television program "The Fifth Estate"; Bill Roberts, Senior Managing Director of TV Ontario; CBC TV "Newswatch" anchor, Fiona Downey and author, TV personality and *Le Devoir* columnist Nathalie Petrowski.

## Rector's Circle Dinner



The University Club of Montréal proved to be a most enjoyable venue for the Rector's Circle Annual Dinner, held last February 12th, 1991. The event, which also featured musical interludes provided by Concordia's Music Department, was attended by a record number of 64 Charter and annual members. Guests included *Gazette* columnist Tommy Schnurmacher and his companion Gita Sonnenschein. Pictured above are —from the left: William Stinson, Pearl D'Alessandro, Irving Layton, Colette Stinson, Dominic D'Alessandro, and the Rector and Vice-Chancellor Patrick Kenniff.



# University Calendar of Events

## 1991-92

### ONGOING EVENTS

#### Conservatoire d'art cinématographique

Regular presentations of répertoire films. Open to the general public. All showings in the Henry F. Hall Building, 1455 de Maisonneuve Boulevard West. For more information and listings, call (514) 848-3878.

#### Visual Arts Building Gallery

Weekly exhibits of undergraduate student works. 1395 René-Levesque Boulevard. For information, call (514) 848-4676.

#### Bourget Building Gallery

Weekly exhibits of graduate student works. 1230 Mountain Street. For information, call (514) 848-4607.

#### Contemporary Dance: Student Productions

For information, call (514) 848-4740.

### ALUMNI EVENTS

#### Wednesday, April 17th,

##### Tour of McAuslan Brewery

The Association of Alumni of Sir George Williams University invites all graduates to join them for a tour and tasting with Braumeister Peter McAuslan from 7:00 to 9:00 p.m. at the McAuslan Brewery, 4850 St. Ambroise Street, Suite 100 (corner St. Rémy Street, in the St. Henri District). \$6 per person includes finger food. For more information, call the Office of Alumni Affairs at (514) 848-3817.

#### Friday, May 24th, Blue Bonnets

Enjoy a night at the races. For more information, call the Office of Alumni Affairs at (514) 848-3817.

#### Second Annual Homecoming

##### Weekend of events to take place

##### October 3, 4, 5th.

For more information, call the Office of Alumni Affairs at (514) 848-3815.

### OTHER EVENTS

#### Rector's Fall Reception

##### (for the University community)

(Individual invitations will be mailed)

Friday, September 13th. For more information, call (514) 848-4848.

#### Undergraduate Scholarships Induction Ceremony and Reception

Thursday, September 26th from 7:00 to 10:30 p.m. For more information, call (514) 848-

#### Department of Theatre

April 10-13th. Shakespeare's Women, written by Libby Appel and Michael Flaschmann.

Directed by Roy Cameron. At the Chameleon Studio,

7141 Sherbrooke Street West (on the Loyola Campus behind the Campus Centre). For more information, call the Department of Theatre at (514) 848-4747.

April 17th-21st. The Killing Game, by Eugene

Ionesco. Directed by Louison Danis. At the

D.B. Clarke Theatre in the Henry F. Hall Building, 1455 de Maisonneuve Boulevard

West. For more information, call the

Department of Theatre at (514) 848-4747.

#### Concordia Art Gallery

April 4th - May 11th:

Véhicule Art

May 16th - June 22nd:

Marion Wagschal: Bacchus/Bacchante

June 27th - July 20th:

Undergraduate Student Exhibition

#### Concordia Concert Hall

7141 Sherbrooke Street West (Loyola Campus). For ticket information and the full schedule of concerts, call (514) 848-7928.

Friday, April 5th - 8:00 p.m.

*Jazz Studies Ensembles - Gospel Choir*

Thursday, April 18th - 8:00 p.m.

*Concordia Choir*

Saturday, April 20th - 8:00 p.m.

*Concordia Orchestra*

Monday, April 22nd - 8:00 p.m.

*Jocelyn Fleury - Mezzo Soprano*

Saturday, April 27th - 8:00 p.m.

*Jeri Brown - Jazz Vocalist*

Wednesday, May 15th - 8:00 p.m.

*Laurie Milkman and guests*

Sunday, May 19th - 8:00 p.m.

*Laurie Milkman and guests*

#### Convocations at Place des Arts

(Individual invitations will be mailed)

Arts and Science - Friday afternoon, June 7th

Friday evening, June 7th

Commerce and Administration -

Saturday afternoon, June 8th

Engineering and Computer Science -

Tuesday morning, June 11th

Fine Arts - Tuesday afternoon, June 11th

For more information, call (514) 848-4848.





## ***Rector's Circle Membership***

### ***Charter Members***

*J. Brian Aune  
David & Stephanie Azrieli  
Lawrence & Fran Bloomberg  
John G. Bourne  
Michael A.S. Boxer  
William E. Bradford  
Robert J. Brodrick  
Maurice Cohen  
Murray Couture  
David Crevier  
Gerald Daoussis  
Paul J. DesLauriers  
Paul Desmarais  
John N. Economides  
Leonard & Bina Ellen  
W. Charles Ellison  
Stanley G. French  
Louis B. Gascon  
P. André Gervais  
Anita Goodman  
Peter A. Gordon  
Thomas O. Hecht  
Andrew Homzy  
Peter & Morag Howlett  
Paul & Lily Ivanier  
Michael Jalbert  
E. Leslie Jowett*

*Patrick Kenniff  
E. Leo Kolber  
Theodore & Irene Lande  
J. Michael Little  
Reford & Natalie MacDougall  
W. Earle McLaughlin  
Donald W. McNaughton  
Michael R. Minkoff, Jr.  
N.P.V. Nair  
P.K. Gajalakshmi Nayar  
Jean H. Picard  
Richard & Carolyn Renaud  
Miriam Roland  
Thiagas S. Sankar  
Samuel H. Schechter  
Richard & Priscilla Schmeelk  
William W. Stinson  
M.N. Srikanta Swamy  
Ernesto Vitienes  
José Vitienes  
Gerald J. Wareham  
The Late Colin W. Webster  
Lorne C. Webster  
Jonathan & Susan Wener  
William H. Wilson Jr.  
Susan Woods  
Melvin C. Zwaig*

### ***Annual Members***

*Lindsay Cryslar  
Dominic D'Alessandro  
André R. Desmarais  
Keith Eaman  
Christopher D. Hyde  
Frank Knowles  
Peter Rowe Johnson  
Irving Layton  
George F. Lengvari  
Irving & Rona Levitt  
Allan C. & Judi Levitt  
Hugh J. & Josephine McQueen  
Cornelia Molson  
Eric Molson  
Raymond Ouimet  
Peter Quinlan  
Howard Ripstein  
Michele Riva  
Ronald G. Rogers  
Rose Sheinin  
Jessie Stewart  
Claude I. Taylor  
Stanley Tucker  
William I.M. Turner*



# Concordia's W. G. Habashi is a leader in technology transfer



**M**echanical Engineering Professor W.G. (Fred) Habashi has been responsible for one of Concordia's most important success stories in the area of technology transfer between university and industry.

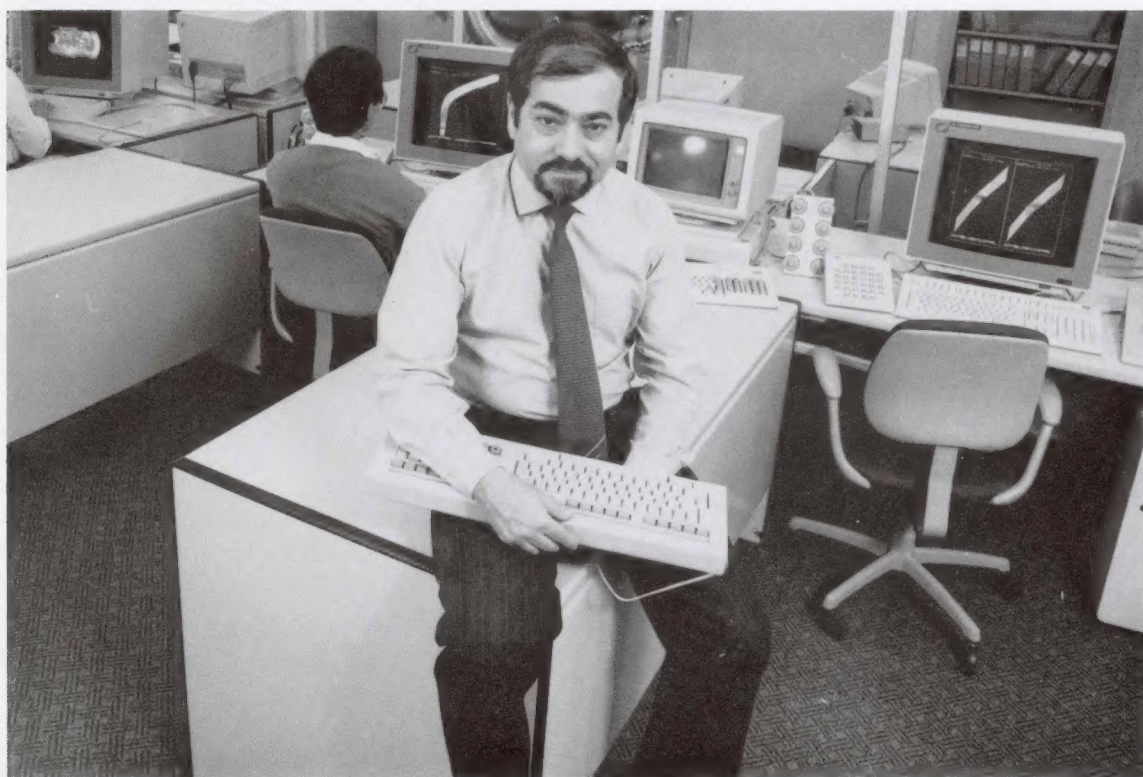
Members of his team at Concordia and aerospace manufacturer Pratt & Whitney Canada Inc. have played a major role in the success of the Canadian gas turbine industry. Despite stiff competition from countries such as the United States, the United Kingdom and France, the efforts of Habashi and his team have resulted in millions of dollars in export sales for Canada. In fact, all of the Pratt & Whitney Canada Inc. engines in use around the world today have some elements of his team's research work incorporated into their designs.

An aerodynamic consultant at Pratt & Whitney Canada Inc. for the past 13 years, Habashi co-directs a team of seven full-time researchers at

the company. Using supercomputers to solve fluid mechanics equations, Habashi has been able to simulate the flow of air through supersonic gas-turbine engines, thereby allowing manufacturers to design engines more accurately, quickly and economically.

He has also served, or is currently serving, as an external consultant to such firms as Alcan International Ltd., the Bombardier-Canadair Aerospace Division, Altran Technologies Canada Inc., and the Ottawa-based ECS Group of Companies.

Habashi was also Concordia's first recipient of the E.W.R. Steacie Memorial Fellowship, which is awarded annually by the Natural Sciences and Engineering Research Council (NSERC) to recognize excellence among Canadian university scientists.



*A team of Concordia University/Pratt & Whitney Canada Inc. scientists took first place honours over NASA and 27 other major aerospace industry teams in an international competition to test the admittance threshold of data into Cray supercomputers...the most advanced "vector-parallel" machines in existence.*

*The concordia team was headed by Mechanical Engineering Professor W. G. Habashi of the University's Computational Fluid Dynamics Laboratory. Until now, the record was 1.5 "gigaflops" (defined as 1 billion floating point operations per second). Dr. Habashi's team achieved 2.307 gigaflops during 12 hours of input on a Cray Y-MP supercomputer located at the Cray Research headquarters in Minnesota.*

*Dr. Habashi's award was presented at the IEEE (International Electronic and Electrical Engineering Association) Supercomputing '90 Conference held at the Hilton Rockefeller Centre in New York City. The other team members were Viet-Nam Nguyen, M. Vish Bhat and Martin Peeters.*

The Rector's Circle Newsletter serves the membership of the Rector's Circle at Concordia University. It is edited bi-annually by Hugh W. Brodie of the Office of the Rector, Laurie Zack of the Public Relations Office, and Carole Kleingrib, Office of University Advancement, who may be contacted at 514/848-4845 and 848-4856

Comments and suggestions are welcome.

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